

# Research on "Zhejiang Paradigm" and Countermeasures of Sustainable Development of Rural Museum

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**Abstract:** As the most basic cultural venue and an important public space in rural areas, the rural museum is not only an important carrier to realize the national strategy of rural revitalization, but also a key link to open up the "last kilometer" of spiritual prosperity in the common prosperity between urban and rural areas. As one of the three pilot provinces for the construction of rural museums under the State Administration of Cultural Heritage, Zhejiang Province has listed rural museums as one of the top ten practical matters for people's livelihood, and took the lead in issuing the Zhejiang Provincial Rural Museum Construction Guide (Trial) at the national level. The construction of rural museums in Zhejiang province has entered a new stage. The paper extracts and summarizes the common problems, successful experiences and typical cases existing in the actual development process of Zhejiang rural museums, and constructs the "Zhejiang paradigm" for the sustainable development of rural museums with promotion value and demonstration significance, providing Zhejiang experience for the sustainable development of national rural museums.

**Keywords:** Village Museum; Zhejiang Paradigm

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## 1. The development overview of rural museums

### 1.1 Origin and connotation of rural museums

Museums are the condensation of the essence of human cultural heritage and the display of the overall wisdom of civilization<sup>[1]</sup>. As the most basic public cultural venues and an important condensation of regional culture, rural museums will protect, reflect, and display rural dwellings, traditional life styles and natural history and folk customs<sup>[2]</sup>, Reflect the level of social and economic development and industrial and cultural characteristics of towns and towns, and help to cultivate cultural identity and cultural confidence<sup>[3]</sup>.

### 1.2 The Development course of Zhejiang Rural Museum

Zhejiang provincial government attaches great importance to the rural culture protection heritage. In 2022 and 2023, the provincial government work report included the construction of rural museums in the practical projects for people's livelihood. Zhejiang Provincial Rural Museum Construction Guide (Trial) clarified the construction target of 1,000 households during the 14th Five-Year Plan period. By the end of March 2023, Zhejiang Cultural Heritage Bureau has announced a total of 464 provincial rural museums in three batches, distributed in 11 prefecture-level cities (Table 1.1).

Table 1.1 Number Distribution of Zhejiang Provincial Rural Museums (as of 2023.03)

Cities	The first batch	Second batch	Third batch	Total
Ningbo City	4	36	6	46
Wenzhou City	8	40	0	48
Shaoxing City	3	23	0	26
Huzhou City	15	42	6	63
Jiaxing City	3	25	3	31
Jinhua City	6	58	3	67
Quzhou City	2	26	0	28
Taizhou City	4	37	0	41
Lishui City	6	51	0	57
Zhoushan City	1	13	0	14
Total	56	389	19	464

Data source: research group collation.

While making development achievements, the rural museums in Zhejiang have superficial problems such as fuzzy understanding, single function, homogeneous content, and inconvenient visit to varying degrees. At the same time, they hide deep problems such as unclear confirmation of property rights, lack of operation power, marginalization of discourse power, and dislocation of assistance resources<sup>[4]</sup>.

## 2. Successful experience and innovation of Zhejiang Provincial Rural Museum

This paper conducts research on rural museums through various aspects, and then summarizes some successful experiences and innovations of rural museums:

### 2.1 Grasp the policy tilt

General Secretary Xi Jinping has pointed out that "after the national poverty alleviation, priority should be given to the implementation of the rural revitalization strategy, and make rural revitalization a common action of the whole Party and society." First, simplify the approval procedures and create a green channel. Second, the government will increase the intensity of tax and subsidies, and give preferential policies to rural industries.

### 2.2 Open up capital channels

The government has ensured and encouraged the operation of museums through measures such as assessment standards, star evaluation and replacing subsidies with awards. Private capital participates in the operation of the museum by taking shares and shares.

### 2.3 Composite space function

While building a cultural storage space, rural museums create derivative industries such as cultural and creative space. Through landscape renovation and functional area upgrading, it will provide a recreation place for the nearby residents, or provide an educational place for the government and schools to carry out teaching activities.

## 3. Current situation and difficulties of Zhejiang Provincial Rural Museum

Due to rural museum geographical factors, some rural museums are faced with the phenomenon of "busy, quiet and quiet", and at the same time, the phenomenon of "one thousand museum" in rural museums is frequent<sup>[5]</sup>. In addition, there is a lack of mutual communication between rural museums, and in some areas with similar cultures and customs, there will even be repeated construction of pavilions with similar themes<sup>[6]</sup>. Under the guidance of interests, the display and performance of local cultural knowledge are not closely related to the local people<sup>[7]</sup>. However, in the large museums built by the government in the countryside, many museums do not extensively collect the cultural relics owned by the local people and dig deep into the local folk art and culture<sup>[8]</sup>.

The team summarized the following problems and difficulties based on the study findings:

### 3.1 Main problems

1. Some rural museums are wooden structures, with long and steep stairs and high entrance thresholds, which are prone to safety problems.
2. Most rural museums are scattered in towns and villages, and the exhibits and contents are simple.

3. There are few surrounding tourist facilities, which are unable to meet the needs of tourists.
4. Most rural museums tend to be exclusive but less useful, with low utilization rates.
5. Part of the land of rural museums is leased, and the funds of the museum are funded personally and the property rights are unclear.
6. The future planning of some rural museums is unclear, and there is no clear development goal.
7. Lack of overall management, the staff in the museum is not fixed, and the work content of the staff is not clear, and there is a disorderly development to a certain extent.
8. Some museums are originally built on the original site of ancient buildings, and the protection of ancient buildings.
9. The cognition of rural museums is relatively vague, and the functional cognition is relatively obscure.

### **3.2 Facing difficulties**

1. The area of the village museum is limited, and the exhibition space is small.
2. Sample rural museums generally have less passenger flow, and have a fixed tourist reception group and time.
3. The phenomenon of "one thousand museums" occurs frequently in collective rural museums.
4. The enterprise-oriented museum develops well, and its own enterprise income generation provides funds, so it faces less or even no difficulties.
5. Personal-oriented rural museum is invested and built by personal feelings, with a single investment subject and a lack of guidance and support from all aspects.

## **4. Countermeasures and suggestions for sustainable operation of Zhejiang Provincial Rural Museum**

### **4.1 Explore local characteristics and focus on special exhibitions**

Rural museum is an important public service place to display and protect rural culture. It is an exploration way to "be close to reality, close to life and close to the masses"<sup>[9]</sup>, We should dig deep into the local characteristics of folk customs, not only blindly copy, copy the advanced experience of other places, the phenomenon of a thousand pavilion<sup>[5]</sup>. Reasonably plan and browse the route and content, hold a theme exhibition to display cultural relics, so that tourists can fully feel the characteristics of folk customs.

### **4.2 Ensure the source of funds and maintain the operation**

Rural local activity is the process and place of rural production and consumption. When tourists place in the rural cultural space, they need to obtain intuitive and personal cultural experience through the material environment<sup>[10]</sup>. The government coordinates various special funds to provide subsidies to museums. Private capital participates in the operation of the museum through investment and participation; establishing practice and practice bases or adopting joint application of horizontal projects to obtain certain financial support.

### **4.3 Establish the mode of "local + volunteer service + professional guidance" to give full play to the value of personnel**

Retired cadres, retired teachers, college students and other people who have leisure time and have a certain culture will be organized to ensure the daily operation of the village museum. The actual benefits received by the museum are related to the interests of the villagers to improve the participation of the villagers<sup>[11]</sup>.

### **4.4 Create a new rural cultural space**

The practice of rural museums has a positive significance in protecting cultural heritage, improving village environment, and realizing multiple benefits of economy, culture and society<sup>[4]</sup>. We should make the museum not only a museum, but also combine the life of the local villagers.

## **4.5 Pay attention to the integration of rural museums and the cultural and tourism industry**

Cooperate with travel agencies to introduce rural museum tourism routes to tourists to attract surrounding residents. The data of rural museums should be connected to the digital platform to explore the cultural value, and the construction of the digital asset system of cultural tourism IP can be realized from the aspects of digital cultural tourism, public trust traceability and industrial empowerment.

## **4.6 Develop a variety of exhibition modes and provide a variety of play directions**

Visiting museum exhibits is the main way of activities for museums<sup>[12]</sup>. Based on the current situation of rural museums, the mode of "viewing + experience" can be carried out. Open an experience hall near the museum, taught by local craftsmen, to increase the diversity of play.

## **4.7 With the help of the network platform, vigorously promote the culture**

In the context of museums, the restoration of heritage, the publicity of the media and the improvement of accessible conditions are all the process of cultural display<sup>[7]</sup>. Videos, micro films and other works can be produced and released on social platforms to improve the popularity of rural museums and rural culture.

## **4.8 Jointly work with local villagers to deepen their cultural identity**

The form of immersive "rural rambling" is adopted to introduce the rural characteristics with memories, give the villagers a "sense of need" with the interest of tourists, and awaken their identity to their own culture.

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